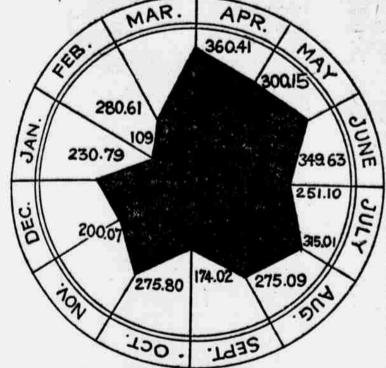
GRAPHIC METHODS FOR SHOWING COST FIGURES

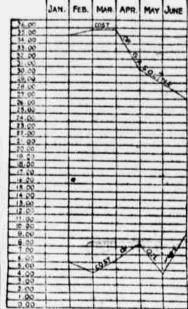
The Fifteenth of a Series of Articles on Motor Truck Cost and Performance, Written for Business Men by an Expert.

By GEORGE W. GRUPP.

Graphic charts showing cost of operating a truck or fleet of trucks are very convenient in that they give one a visual picture of the cost variations from month to month or for whatever period is desired.

In using the phrase "cost of operating" it is to be understood to include all items of expense. For example, if one is sufficiently interested graphic charts could be kept showing the cost of oil, gasolene, package or cubic yard per mile from day





grease, waste, electric current, driver's vages, helper's wages, washer's wages, mechanic's and mechanic's helper's wages, tires, parts, repairs, extra vehicle

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The man application of the cost of gasolene and oil chart which accompanies this article. These curves portray actual cost figures for a two ton truck for a period of six montha.

A very novel method of graphically sketching the three great cost divisions in truck operation is to show them by

in truck operation is to show them by means of oblongs and triangular lines. The triangular lines point to the total charge for each classification for the

The circle is a method sometimes ased to show the total cost of operating from month to month. This makes a very neat presentation, as it shows how much of a possible expenditure was spent from month to month. For example, the graphic chart which accompanies this article indicates a possible expenditure of \$400 per month. By studying the shaded internal part of the circle one will see the actual amount which was

Perhaps the thing which interests Perhaps the thing which interests truck owners more than anything else is the gross revenue as compared with the actual earnings. This may be sketched as shown by a graph, or if one so chooses the operating, maintenance and fixed charges may be lumped together and sketched like the gasolene and oil cost chart, only in this particular case you will have a cost of operating curve and gross revenue curve. The surplus or dividends will be in this latter case the space between the gross revenue

case the space between the gross revenue and cost of operating curves.

These are only a few of the scores of other graphic methods which may be operate per hour, cost to operate per employed in studying the cost of operatingle, cost to operate per trip, cost to ing. &c. But these should be quite sufficient. But these should be quite suffiperate per stop, cost to operate per ton clent for the average busy man.

to five people on an overburdened trans-

ried the obligation it quickly became ro-mance. Personal car maintenance need be no less fascinating. "The War Economies Board, which is in a position to view the problem in a broad, national way, has made urgent

request to reduce repair service wherever possible. This is reasonable because first class mechanics have responded freely to the call of Govern-

ment reeds in airplane and allied in-dustries where their services are of di-rect benefit to the country at war.

"The owner has nothing to fear, be-cause the home auto maintenance' problem is characterized by simplicity. As the great fundamental in gardening is to keep the spround cultivate so in

is to keep the ground cultivated, so in auto maintenance the great essential is to keep the parts lubricated. Systematic attention to this will go a long way more than a season or two probably—toward avoiding petty and non-essentia "The tool kit will, upon close acquaintance, reveal unexplored recesses.
The purchase of additional simple and inexpensive equipment will fire the same enthusiasm experienced in the acquisi-

tion of garden tools. The repair man will gladly give advice on such purchases. He, more than the owner, realizes what

home garage' repairs mean to him i

the elimination of small jobs that really

seriously impair his broader usefulnes these days."

NEW SELDEN HEADQUARTERS

Manhattan Motors Corporation

Gets a New Building. Effective August 1, the Selden line and Vim trucks become suparate units in the New York territory.

The Manhattan Motors Corporation, of

ABOUT THEIR CARS the floor of the service station for unavoidable jobs. These are the essential fobs and the repair man unquestionably

The Man Who Is Handy About
His Car Saves

Money

About Inches Inc

Money.

"As war gardening has taught many portation system. Unavoidable repairs can be hastened by the patriotic eliminately, so war necessity may teach automobile owners the delights of being a "In reality the modern car is usually war necessity may teach auto-vaces the delights of being a simple from the maintenance point of view. If the owner will but read the in-view, heads which he received with

"Just as a ding, heeing and weeding be longer are terrors to thousands, so elling and 'taking up' loose nuts ought shortly to be an unquestioned part of the car owner's spare hour work.

The car owner can shift at least a part of an ever increasing burden from the harassed automobile renairmant.

harassed automobile repairman to otic obligation, and with those who car-nself. If the owner can bring himself ried the obligation it quickly became ro-

New Truck Mgr.



The Manhattan Motors Corporation, of which E. F. Miltenberger is president and general manager, will move into their new and recently completed sales and service station at 238 to 256 West Nineteenth street and will handle the Selden line exclusively in the Greater New York territory, while the Vim will company, and has had a wide merchandising experience in other lines.

There are about 1,500 Republic trucks in use in this city and the Brooklyn business is almost sure to show a big increase under Butler's management.

Maxwell Makes Cross Continent Record.



A Page From Yesterday

1899 automobiles were

cluded from the public streets of Boston from 10:30 in the morning until 9 o'clock in the eve-

The United States Army made its first experiments with armored motor cars in the summer of 1899.

In September, 1895, there were on file in Washington over five hundred applications for patents on automo-biles. Three hundred different types of motor vehicles had been built or

were in process of construction at that date.

The first automobile insurance company in this country was started in New York city. This was in 1899.

Motor cars were used as early as

The first automobile club was tarted in Chicago in 1895.

The first damage suit in which the the alleged offender was a motor car was tried in Rochester, N. Y., in 1899. The plaintiff declared that the motor car owned and driven by the

defendant had spoiled the disposition

A prominent physician of Flatbush. N. Y., was the owner of an early mo-tor car which at that time, he stated,

saved him \$600 in a year, as com-pared with the cost of two horses which he formerly kept in use in his

Speaking of the word "automobile" at the time it was first being seriously considered as the authentic name for all motor vehicles used to carry passengers, an early writer had this to say: "As for the word "automobile," it is French, and represents the faddish and speculative phases of the motor vehicle movement. Practical men will not weary their tongues with such a "word of learned length," and foreign deriva-

earned length' and foreign deriva-

"It scares horses!" was the cry of

meny anti-autoiste in 1895. "Sup-pose it does," wrote a well known writer at that time, in defence of the motor car: "se do locomotives, bicycles, street cars, Fourth of July celebrations and a dozen other things. Horses must get used to it."

The first public garage of record.

where motor cars could be stored, re-

Mass., early in the spring of

paired or rented, was opened in Bos-

Jacob German was the first man arrested in New York city for ex-seeding the speed limit in a motor vehicle. On a bright spring morning

in May, 1899, German drove down Lexington avenue at the terrific speed of twelve miles an hour and wound

up in a nice cool cell in the police

The present King of England, King

George, placed his stamp of ap-proval upon the motor car in 1300, when he took up motoring for the

SELDEN OUTING. On Saturday, July 21, the Seiden Truck Sales Company of Rochester, N. Y., enter-tained all of its employees and families with an outing at Manitou Beach.

The Maxwell Military Express, driven are not only interested in the trip, but by Ray McNamara, completed a cross-are anxious for complete details as to continent run yesterday at noon when continent run yesterday at noon when it arrived at the Maxwell headquarters, having made the trip of 3,418 miles in the remarkable time of seventeen and a half days, averaging about 200 miles a day. The truck left San Francisco on July 17 McNamara drove all the displayed in sticking to the country favorite, who piloted the Maxwell Military Express, certainly deserves credit for the wondreful grit he on July 17. McNamara drove all the displayed in sticking to his task un-way. The truck was equipped with flinchingly." United States tires.

Harry De Bear, the local Maxwell nanager, and a big gathering of officials and newspaper men gave the sturdy truck and its sturdy driver a great reception at Columbus Circle.

In reviewing the last week of the run De Bear furnished telegrams cent by McNamara from different points by McNamara from different points along the way. Cheyenne, Wyoming-was reached on July 24 after a run of 180 miles. The telegram describing the day's run was as follows:

"Maxwell Military Express reached here to-day six days shead of schedule and attracted much attention on openand attracted much attention on open-ing day of Cheyenne's great Frontier day celebration, which is classic of the plains. Truck encountered cold rains, hall, snow and mud, in 180 mile run-to-day. Main range of Rocky Moun-tains crossed to-day in snowstorm at clevation of 8,300 feet."

On the next day, Thursday, July 25, the truck made an almost unbelievable run under extremely adverse conditions, of 325 miles to North Platte, Neb. The result of this day's run can best be told in the wire received by Mr. De Bear, as follows:
"Maywell Millians Francisco

"Maxwell Military Express peads second remarkable negotiation of distance to-day by accomplishing 225 miles from Cheyenne to North Platte with roads cheyenne to North Platte with roads heavy for most part from rains of yea-terday. This feat put truck here one week ahead of schedule. Rescued two cars from mud en route to-day. Tour-ists along road increasingly amazed at truck's record of progress since leaving San Francisco." San Francisco.'

The third day of tthe week's run, Friday, July 26, found the truck in Co-lumbus, Neb., a distance of 200 miles, most of which McNamema claims proved to be a real tough grind. He wired as follows:

"Maxwell Military Express ploughed through 100 miles of mud this morning following the Platte River through Nebraska to Kearney. Turned up another hundred miles this afternoon over dry but rough roads. Expect to arrive

Omaha Saturday night."

At the end of the fourth day, Saturday, July 27, McNamara found his way into Atlantic, Ia., after having made another excellent day's run, which he describes as follows:
"Maxwell Military Express reached maha Saturday noon and passed, through here noon to-day with fair dirt roads. Exprest to hang up good milears.

roads. Expect to hang up good mileage following great white way across this State. U. S. Nobby Tread Cord tires have made remarkable record so far. having carried truck more than half way across continent without change. In some places roads were so victous would have cut ordinary tires to rib-bons. Truck attracted much attention in Omaha and here to-day."

to a realization of the useless waste of labor (under war conditions) on non-essential repairs, he will have cleared the floor of the service station for unavoidable jobs. These are the essential Columbus, Neb., to Atlantic, Ia., Saturday, 146 miles. Visited three hours in Omaha. Sunday ran from Atlantic to Marengo, Ia., 202 miles racing a storm to avoid wet gumbo roads

The sixth day's run, Monday, July 29, wound up at DeKalb, Ill., with the car only sixty miles west of Chicago and running perfectly. MoNamara's advice work, but a car in the repair shop is throwing the transportation of from one

"Maxwell Military Express travelled 201 miles to-day over very rough roads. Crossed the Mississippi River at 2 P. M. and arrived here, sixty miles west of Chicago at 9 this evening. Truck

running perfect."

On the seventh day, Tuesday July 30. McNamara passed through Chicago and continued east at a very brisk rate. The original schedule as laid out by McNamara at the rate of approximately 100 miles a day would have meant that the truck would have arrived in New York city thirty-four days after the day it had left San Francisco. However, due to the marvellous per-formance of the truck and the excel-lent generalship of McNamara the truck

on its fourteenth day out of San Franctsico was eleven full days ahead of its schedule. It would really be a remarkable feat for a touring car driven over such roads as these and under such unfavorable conditions to average 200 miles a day for fourteen days without practically any trouble whatsoever, but when you take into consideration that this is a

truck laden with a ton of dead weight the performance stands out so promi-nently that it is a record that will be of long standing in the truck world.
"We have been besieged by a great
many people," said Mr. De Bear, "who



Universal Preference indicates the Quality of

ROLLER BEARINGS for Motor-cars. Trucks, and Tractors

MEN IN THE SERVICE

Owners Help Along "Have a Lift" Idea in Fine Shape.

We are proud of this and wish to continue to deserve it.

This organization promotes recreational activities for soldiers, salions and marines an leave in New York. Our club units, hetcia. Sunday theatres, dances, free thestire and baseball tickets and other activities reach many thousands of these men beyong week.

Out of the \$250 or slightly more paid these men anch menth deductions are made for their families, insurance. Liberty hond payments, do. We have continuous evidence that spending a nickel or a quarter is carrfully considered. They walk many weary miles to see the sights of New York.

to Asfermand them amusement.

Your return of the enclosed card properly elled out will be appreciated by use staffagory appreciation but the real and estisfactory appreciation will come from the men in uniform enter tained by you.

vice. On the reverse side and to be used when necessary is "Sorry—next trip" For the rear of the car a canvas half circle indicating the owner's membership s provided. A charge of \$1 is made toward the cost of these insignia, with the un-derstanding that any surplus shall be used for the convalescent men in the

How our soldiers can make use of the "Have a Lift" idea was related the other day by a visitor at the New York War

Care by Owner Will Greatly Improve Matters.

NE of the best sorts of ser-

"For such reasons it is frequently urged upon tire users that no small part of the satisfaction and service they may get out of the tires they buy depends upon themselves and their actions. If they take good care to see that their tires are properly infinited; that cuts in the tread are healed up; that reasonable care is exercised in driving the car at all times and numerous other things they will get mileage out of their tires that they perhaps didn't believe could be attained. Teamwork between the owner and his tires will bring him more satisfaction and better road

MOTOR CARS HELP

The suggestion that passenger automobiles should be to a considerable extent sacrificed during these days of war on the ground that they are not absolutely essential is answered in one respect by the fact that many of them in New York are now entisted in the "Have a Lift" Association formed by the New York War Camp Community Service, 15 East Fortigth street, for the benefit of East Fortisch street, for the benefit of the soldiers, sailors and marines who are visitors in this city. Owners of au-tomobiles who have joined the movement whose metto is "Save a nickel for a sol-diet," cannot by any stretch of the im-agination be accused of conducting a "non-essential." Already hundreds of them are displaying a sign that indi-cates to the men in the service that a seat in the auto is at their disposal.

"mon-essential." Aiready hundreds of them are displaying a sign that indicates to the seen in the service that a seat in the sutto is at their disposal.

The New York War Camp Community Rervice, which works under the War and Navy Department Commissions on Training Camp Activities, took charge of the "Have a Lift" movement by the Consent of the Mayor's Committee on National Defence. It was deemed best that there should be one official head for this war service, and the following letter was sent out to owners of automobiles in New York has already acquired to the puriod of this and wish to continue to deserve it.

The organization promotes recreations activities for solders, saliors and marines on leave in New York. The Derme in New York are proud of this and wish to continue to deserve it.

The organization promotes recreations activities for solders, saliors and marines on leave in New York are should be an expectation to the rest of the mileage was made right in the melevis for army services in the present time are should be accomplished to the promotes recreations and the solders and the following letter was sent out to owners of automobiles in New York has already acquired to the promotes recreations and the promotes recreations and the solders are and beautiful the stem of the mileage was made right in New York in Thirty-fourth street; Forty-was regarded that generally are shorty its except that the promotes recreations are also as the promotes recreations and the values are and baseball itches and ather activities for solders, saliors and marines on leave in New York are proud of these men leaves in New York in the standard of the service of his school.

The total three displayers of the without showing any signs of the extended man automobile showing any signs of the extended man automobile school, where the strain to recreat months, or was the the strain. The record of weakening under the strain. The record of the latter to a succept the strain to a scent man, and the follows are treated roughly by ambit

many weary miles to see the sights of New Your and/or car can be of great assist-ance in giving additional pleasure. Your cooperation is asked in any one or all of the following ways: 1. Become a member of the "Have a Latt" Association. 2. Lend your car for Sunday "eight seeing."

2. Lend your car for Sunday wight accing."

2. Lend your car at times convenient to you to give hospital convalescents an outing or to convey them between hospital and enterteinment and for occasional urgent official business of our staff.

We know that you have responded generously to many causes. You can do another bit, not only to afford regreation and keep up the spirits of our men, but to safeguard them from less innocent amusement.

MOTOR DIVISION. A special card when signed pledges a member to carry on the windshield a small enamel sign "Men in uniform—have a lift," and bearing the two color seal of the War Camp Community Ser-

MORE TIRE MILEAGE.

vice that a tire man can vice that a tire man can give a consumer is inexpensive and can be given freely, and that is, sound advice," says W. A. Cawley, manager of the New York Tire Service, Inc., exclusive dealers of United States three and tubes at 1960 Freedway. "If the counsel offered to car owners is often repeated by manufacturers and dealers of tires it is done in the hope that what one repetition has failed to accomalish subsequent retelling may rem-

This Chandler Ran 52,000 Miles in Seventeen Months.



The Modern Way Is the Better Way.



barrow and a spike harrow over newly ploughed green sward. And the sturdy and compact little power plant hardly noticed it at all.

Camp Community. Service headquarters. He had left Long Branch that morning invariably order their raw material a and while there had been unable to hire an auto or an omnibus. Along came a car in which two soldiers were riding been staple rather than special mill been staple rather than special mill with a vacant seat. He was asked to get in and when the soldiers saw his ser-vice pin with one star for his only boy now on the other side they became con-dential and told him that they were on dential and told him that they were on their way from the camp at Sparian-burg to New York. Each had eighteen days leave but no money to waste on car fare and one of them conceived the dea of "having a lift" all the way to the great city. They had come through with flying colors, being passed from with nying colors, being passed from one town to another all the way up and expected to land in New York that same

THE ASSEMBLED TRUCK.

been staple rather than special mill products. "Accordingly," says R. D. Dumont, vice-president of the Winther Truck Company of New York, "It is not so much the sele in stock and in process who complicates the present steel situation as the truck maker who is crying for material for more axies of his own make. n as the truck maker who is crying material for more axies of his own kind. The high price of horse feed and

"It is also a fact that just now the truck built from standard units is more elastic from a production standpoint.

The monthly output can always be speeded up to care for peaks in local demand, something which only too many hallers find waiting. In our case this means that we are able to make imme
"Some time when you have an hour to means that we are able to make immediate deliveries in all models, and for years this has been my ambition, since I deviatown section of this city and count know how merchants dislike to wait for the number of horses and wagons that delayed factory shipments. With the page, You will find so few that it will It Makes Less Demand on Steel industry.

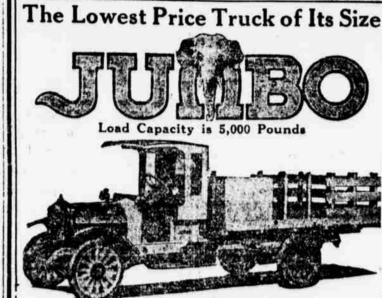
That the assembled truck is less of a strain upon the steel industry at present than the truck built wholly in a given plant is the contention of several well posted men in the industry. The leading parts manufacturers, namely those who

MOTOR CARS VICTORIOUS.

Stand on Any Corner and Count

It is also a fact that just now the the lack of horses are making this come





Three reasons why "Jumbo" Truck is the best PRICE—We can meet all competition with the "Jumbo" 234-ton truck. It sells for several hundred dollars less than other trucks of the same size, and is the lowest-priced truck in the

QUALITY—Every unit in the entire "Jumbo" Truck assembly is backed by the national reputation of the world's largest parts manufacturers. The quality is the very best obtainable regardless of cost. Unit by unit and part by part "Jumbo" Truck will profit by comparison with any truck of its size on the market today. It is a quality that can safely be backed by full year's guarantee.

POWER—With internal gear drive, the Buda H-U Motor installed in the "Jumbo" Truck delivers more power to the rear wheels than would be possible with any other type of shaft drive. There is power in abundance for every need and a surplus that meets every emergency, and this power is constant, dependable and never failing.

Immediate Delivery JOHN SIMMONS CO.

102-110 Centre Street.

Motor Truck Department. HOYT SPELMAN, MANAGER.

New York, N. Y.